

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

April 9, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios
Carol Massie, President, McDonald's Restaurants
Fabio Conti, Fabiolus Cucina
Charles Eberly, The Eberly Company
Kitty Gordillo, Hollywood Wilshire YMCA
Melissa Logan, Amoeba Music
Harout Markarian, Western Diocese of the Armenian Church
Elizabeth McDonald, Secretary, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Mike Smith, Broadreach Capital
Arthur Stroyman, Kilroy Realty Corp.

Absent

Brian Folb, Paramount Contractors
Duke Gallagher, Treasurer, The Production Group
John Given, City Build Advisors
Fred Rosenthal, Ametron
Katie Seymour, Windsor Communities

Consultants

Sarah Besley, Executive Director
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Dan Gangwish, Guggenheim Partners
Milagros Lizarraga, Peru Village

I. Call To Order

President Carol Massie called the meeting to order at 4:13 p.m.

II. Public Comment and Introductions

Dan Gangwish, Guggenheim Partners, provided an overview of the parking district concept for Hollywood and described similar programs that Guggenheim is involved with in other cities. Discussions are ongoing with the Mayor's Office and CAO's Office on the bidding and contracting of the concession agreement along with discussions with both the HPOA and CHC Boards.

Milagros Lizarraga asked the board to consider a proposal to designate the area around Vine Street., between DeLongpre Ave. and Melrose Ave. as "Peru Village." She stated that this proposal was initiated and submitted by the Peruvian community in order for them to be culturally included in the city of Los Angeles. Further discussion was held later in the meeting under "Old Business."

III. Approval of Board Minutes

A. Minutes from February 12, 2013

There was no regular business meeting held in March as a result of the board's fieldtrip of the BID. Copies of the minutes from the February meeting were distributed to the board.

It was moved by Eberly, seconded by Smith and CARRIED to approve the Minutes from the February 12, 2013 meeting. The minutes were approved unanimously.

IV. Treasurer's Report

A. Treasurer's Report ending March 31, 2013

In Gallagher's absence, Besley gave the Treasurer's report, and stated that approximately \$135,000 of assessment income was received in March. A reconciliation report, cash flow statement, and balance sheets were distributed to the board. According to the March cash flow statement the BID may have \$144,000 remaining cash on hand at the end of the year.

It was moved by Markarian, seconded by Gordillo and CARRIED to approve the Treasurer's Report ending March 31, 2013. Unanimously approved.

- B. Newly assessed LAUSD parcels:** Besley stated that the city rezoned 17 parcels associated with Helen Bernstein High School that were previously zone residential. Consequently the BID will receive some unanticipated additional revenue.

V. Committee & Program Reports

A. Security Committee

1. **Letter of opposition to AB5:** Morrison reported that a motion to oppose AB5 (the "homeless bill of rights") was adopted at the last meeting, and now other cities across the state have officially opposed the legislation. She plans to send out the board's letter of opposition, included within the board packet, tomorrow. Besley said there will be a resolution to oppose the bill introduced to the City Council's Rules Committee Councilmembers Parks and Englander on April 12.
2. **CUP research:** HPOA has hired an intern to read and document various conditions found in nightclub and restaurant CUPs to help identify enforcement mechanisms for law enforcement and the community. Morrison indicated that the research is being done as a precursor to the Chamber's retreat, and there will be an update next month.
3. **Approval of Andrews International Contract:** Mariani reported that the contract was ready last month but there were some issues pertaining to insurance that required further discussion. All concerns related to insurance have since been resolved and a final draft of the contract was included in the board packet, along with a detailed spreadsheet identifying costs for both the HED and Sunset & Vine BID.

It was moved by Gordillo, seconded by Conti and CARRIED to approve the new security contract with Andrews International. Unanimously approved.

B. Marketing and Communications

1. **Sunset & Dine:** Strecker presented the proposed budget for Sunset & Dine 2013, showing the actual expenses and income from last year's event compared with this year's proposed expense and income. Several items have been priced since the budget was completed and the board asked that the budget be updated to reflect these costs. Strecker reported that the committee is looking for sponsors and expects all costs will be covered, however the committee requested approval from the board for startup capital of up to \$5,000 from the BID. The board approved this expenditure last year, however only \$1200 of those funds were utilized.

It was moved by Sassanian, seconded by Eberly and CARRIED to approve a budget NTE \$5,000 for working capital for the Sunset & Dine event. Unanimously approved.

2. **Haines & Co proposal for Sunset & Dine PR:** Strecker asked the board to approve an expenditure (NTE \$1,500) for the press release distribution and light media relations associated with the Sunset & Dine event from Haines & Co. Haines & Co. was just awarded a one year contract from the HPOA for PR services after an extensive RFP process. The board extended its approval of this expenditure utilizing the \$5,000 of working capital approved in the prior motion.

C. Streetscape Committee

1. **Report from Streetscape Committee walk-through:** Besley thanked the Massie, Conti, Gordillo and Stroyman for participating in the day-long walk-thru on April 4th. The group walked every sidewalk in the Sunset & Vine BID and were joined by Amy Schulenberg, from the City of LA's tree planting program and landscape designer Troy Silva. A detailed presentation will be provided to the board next month.
2. **Update on MTA call for projects grant advocacy:** Besley reported that Nat Gale from the Mayor's Office indicated last week that conversations are continuing with Metro, City Departments, and Council Offices relative to the transfer and oversight of grants. The city has a deadline of April 30th to commit to projects that involve CRA funds.

VI. New Business

- A. **Transfer of BID Management functions to the Economic Development Department:** Besley stated that this proposal to transfer the Special Assessments Unit from the City Clerk's Office to the newly established Economic Development Department has been moving swiftly through City Council. There has been some concern about the pace of this transfer and the lack of experienced staff and equipment proposed for the transfer. As such, the BID Consortium is advocating that the Special Assessments Unit to be sufficiently staffed with experienced personnel. Further details will be provided to the board in May.

VII. Old Business

- A. **Motion to support a Hollywood Parking District as conceptualized by Guggenheim Partners:** Several of the board members expressed concerns about the proposal and would like to understand it more, specifically how the parking district would be involved with influencing the price of parking. Morrison also stated there were some issues relating to how the city would oversee an RFP process and who would cover the cost (estimated at \$250,000). For now, Guggenheim would like to express that the Hollywood business community supports the concept of a parking district as they proceed with discussions at City Hall. Morrison suggested that the staff help organize a subsequent meeting with Guggenheim in May to help better understand the financial structure of the proposal and contracting of the agreement.

It was moved by Mike Pogorzelski, seconded by Roxanna Sassanian and CARRIED to support the continued exploration of the concept of a parking district for Hollywood. Unanimously approved.

- B. Adopt position on the establishment and/or geographic boundaries of “Peru Village”:** The board engaged in a discussion about the proposed designation and expressed concerns about labeling a subsection of Hollywood as “Peru Village” when “Hollywood” has already been deemed a community (with geographical boundaries) within the City of Los Angeles.

It was moved by Harout Markarian, seconded by Mike Smith and CARRIED to oppose the “Peru Village” designation. Unanimously approved.

VIII. Staff Reports

- A. Report from City Clerk’s Best Practices Seminar** – Besley attended the Best Practices Seminar on behalf of the Sunset & Vine BID on March 13th at City Hall. Besley informed the board that the Controller’s office has begun auditing BIDs on a routine basis and is examining the possibility of raising annual fees in the coming year. More details may become available as budget deliberations begin in May.

IX. Adjournment

The meeting was adjourned at 5:50 p.m.